

Announcement Press Release

FOR IMMEDIATE RELEASE

CONTACT: (Name)
(Number)

Choice Hotels Partners with EPA's ENERGY STAR to Improve Energy, Financial, and Environmental Performance

(City, State, Date) – Choice Hotels announced today that it will improve energy performance and prevent air pollution emissions through the U.S. Environmental Protection Agency's ENERGY STAR program. Choice Hotels will join a nationwide effort to eliminate energy waste through the voluntary implementation of improved energy management practices and technologies.

As the largest hotel organization to join ENERGY STAR, Choice Hotels will be a leader in one of the most energy-intensive industries – the U.S. lodging industry spends more than \$5 billion on energy each year.

Choice Hotels has committed to promoting increased efficiency at more than 4,000 hotels across the country. By reducing their energy consumption by 10%, Choice Hotels would achieve a total annual savings of \$XXX and XXX million kilowatt hours. This translates into an air pollution reduction of XXX million pounds of carbon dioxide and XXX pounds of sulfur dioxide—equivalent to powering XXX American homes!

"We are proud that we've committed to improving the environment," noted **(Name, Title)**. "With ENERGY STAR, our hotels will help protect the environment and save money at the same time. It is a true win-win situation."

More than 5,500 organizations have partnered with ENERGY STAR to improve their energy performance, committing over 10 billion square feet or 15 percent of the total commercial, public, and industrial building market. Partners saved 2.2 billion kWh of energy, reduced energy bills by 1.6 billion, and prevented emissions of 4.5 MMTCE in 1999 alone! As of January 2000, cumulative investments in energy-efficient technologies totaled more than \$3.6 billion in 1999, and energy investments made by partners added \$2.5 billion to the net worth of US businesses.

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***Please note: Accomplishment numbers change frequently. Please visit
www.energystar.gov for the most current information.***